

# MILLARD COUNTY TOURISM PROFILE

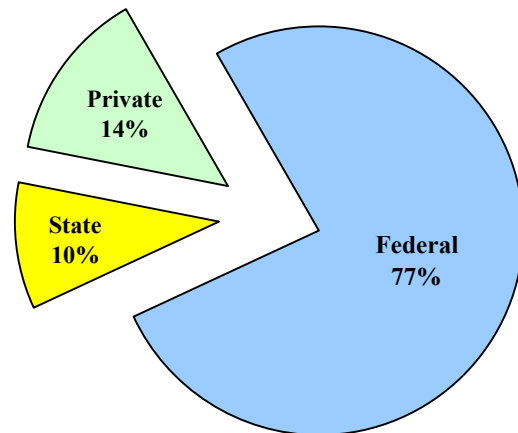
| County Indicator                             | 1997     | 1998     | 1999     | 2000     | 2001(o)  | 2001(n) | 2002(p)  | % Change<br>2001-2002 | State<br>Ranking |
|--|----------|----------|----------|----------|----------|---------|----------|-----------------------|------------------|
| <b>DEMOGRAPHIC</b>                           |          |          |          |          |          |         |          |                       |                  |
| Population                                   | 12,284   | 12,295   | 12,416   | 12,405   | 12,433   |         | 12,446   | 0.1%                  | 18               |
| Total Non-Ag Employment                      | 3,676    | 3,596    | 3,596    | 3,515    | 3,508    |         | 3,799    | 8.3%                  | 19               |
| Non-Ag Avg Monthly Wage                      | \$1,910  | \$1,974  | \$2,001  | \$2,174  | \$2,273  |         | \$2,388  | 5.1%                  | 6                |
| Per Capita Income                            | \$15,131 | \$16,539 | \$16,526 | \$16,652 | \$18,634 |         | \$19,222 | 3.2%                  | 17               |
| Unemployment Rate                            | 3.8%     | 4.8%     | 4.5%     | 4.0%     | 4.9%     |         | 5.4%     | 0.5%                  | 10               |
| <b>SPENDING &amp; EMPLOYMENT</b>             |          |          |          |          |          |         |          |                       |                  |
| Spending by Travelers (Millions)             | \$23.0   | \$24.3   | \$24.8   | \$23.8   | \$23.0   | \$21.2  | \$21.2   | 0.0%                  | 20               |
| Travel & Tourism Related<br>Employment       | 423      | 449      | 464      | 450      | 457      | 619     | 675      | 9.0%                  | 20               |
| <b>TOURISM TAX REVENUES (000s)</b>           |          |          |          |          |          |         |          |                       |                  |
| Local Tax Revenues from<br>Traveler Spending | \$479    | \$505    | \$515    | \$494    | \$478    | \$542   | \$574    | 5.9%                  | 20               |
| Gross Taxable Room Rents                     | \$2,142  | \$1,997  | \$2,179  | \$2,337  | \$2,439  |         | \$2,758  | 13.1%                 | 20               |
| Transient Room Tax                           | \$64.3   | \$59.9   | \$65.4   | \$70.1   | \$73.2   |         | \$82.7   | 13.0%                 | 20               |
| Restaurant Tax                               | --       | --       | --       | --       | --       |         | --       | --                    | --               |
| Car Rental Tax                               | --       | --       | --       | --       | --       |         | --       | --                    | --               |
| Gross Taxable Retail Sales (millions)        | \$103.0  | \$102.3  | \$108.6  | \$107.4  | \$120.7  |         | \$128.8  | 6.7%                  | 18               |
| <b>REGIONAL VISITATION COUNTS</b>            |          |          |          |          |          |         |          |                       |                  |
| Capitol Reef N.P.                            | 625,680  | 656,026  | 680,153  | 612,656  | 527,760  |         | 523,458  | -0.8%                 |                  |
| Palisade S.P.                                | 102,806  | 271,548  | 127,547  | 142,253  | 145,878  |         | 134,524  | -7.8%                 |                  |
| Yuba S.P.                                    | 70,319   | 68,316   | 77,612   | 144,911  | 120,881  |         | 112,381  | -7.0%                 |                  |
| Fremont Indian S.P.                          | 99,677   | 105,205  | 95,670   | 94,054   | 79,405   |         | 83,648   | 5.3%                  |                  |
| Territorial Statehouse S.P.                  | 39,766   | 32,016   | 42,329   | 54,444   | 37,237   |         | 28,451   | -23.6%                |                  |

| Land Ownership - 1999         | No. of Acres     | % Total       |
|-------------------------------|------------------|---------------|
| <b>Total Acres in County</b>  | <b>4,251,047</b> | <b>100.0%</b> |
| <b>Federal Government</b>     | <b>3,251,613</b> | <b>76.5%</b>  |
| BLM                           | 2,882,743        | 67.8%         |
| US Forest Service             | 368,870          | 8.7%          |
| National Recreation Areas     | --               | --            |
| National Parks                | --               | --            |
| National Wildlife Refuge      | --               | --            |
| USFS & BLM Wilderness Area    | --               | --            |
| Other*                        | --               | --            |
| <b>State Government</b>       | <b>420,500</b>   | <b>9.9%</b>   |
| Utah State Parks & Recreation | --               | --            |
| Utah State Wildlife Reserves  | 24,261           | 0.6%          |
| State Trust Lands             | 396,238          | 9.3%          |
| <b>American Indian</b>        | <b>1,157</b>     | <b>0.0%</b>   |
| <b>Private**</b>              | <b>577,777</b>   | <b>13.6%</b>  |

\*Includes Military and Bankhead Jones land

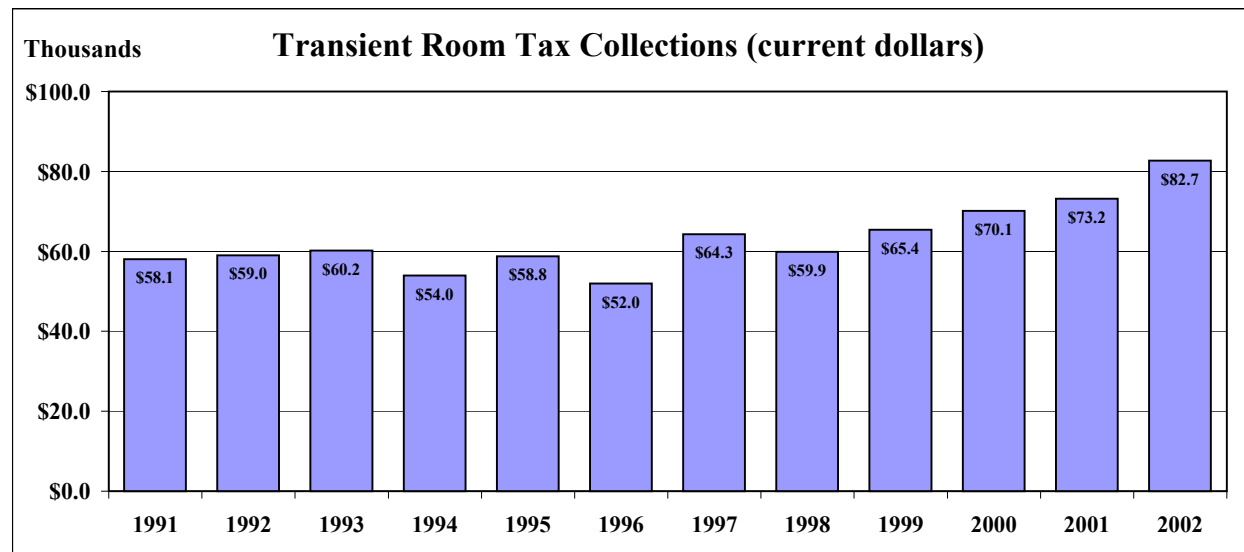
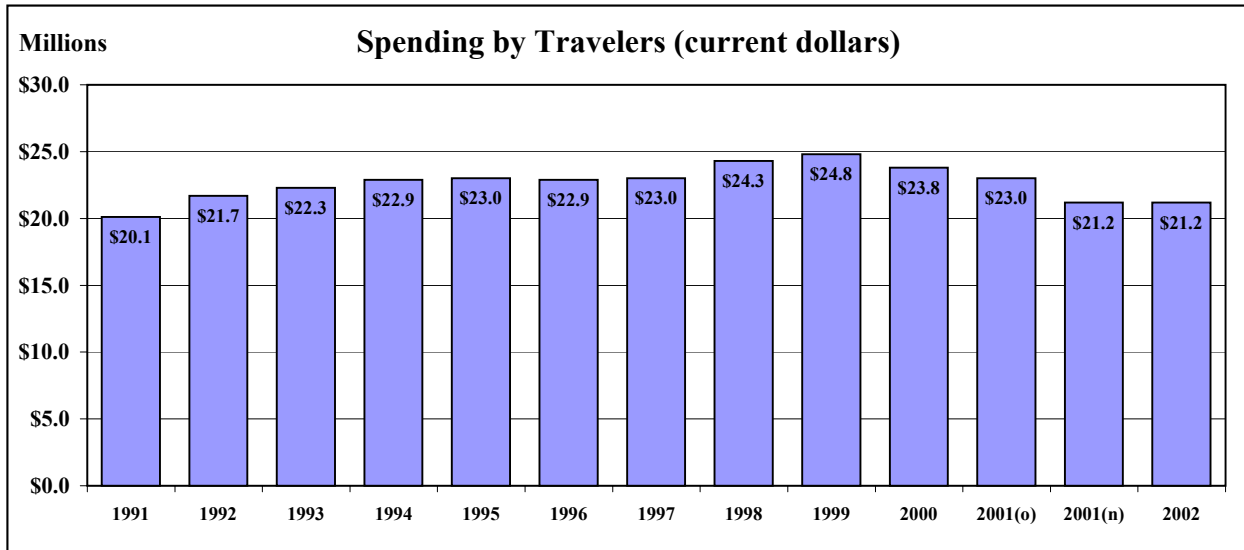
\*\*May include some local government land

Land Ownership - 1999





# Millard County Tourism Profile



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